

**MANSFIELD DOWNTOWN PARTNERSHIP
BOARD OF DIRECTORS MEETING
Thursday, November 3, 2016
Mansfield Town Hall
Town Council Chambers**

4:00 PM

MINUTES

Present: Steve Bacon, Anne D'Alleva, Matt Hart, George Jones, June Krisch, Paul McCarthy, Toni Moran, Diana Pelletier, Joy Sgobbo, and Paul Shapiro

Director Emeritus: Betsy Paterson

Staff: Cynthia van Zelm

1. Call to Order

President Steve Bacon called the meeting to order at 4:07 pm.

2. Opportunity for Public to Comment

There was no public comment.

3. Approval of Minutes of October 6, 2016

Paul Shapiro made a motion to approve the minutes of October 6, 2016. Diana Pelletier seconded the motion. The motion was approved.

4. Executive Director Report

Cynthia van Zelm asked if the December 1 Board meeting could be moved to 3:30 pm so that there would be enough time to conduct Board business before the holiday reception. She requested that Board members RSVP for the holiday reception.

Ms. van Zelm said the Oaks has concluded its renewal campaign and expect that approximately 40 percent of residents will renew once all the paperwork is complete. They have now opened up leasing to new residents.

Ms. van Zelm said Grille 86 and Tang are tentatively scheduled to open in January. She said construction on CME Engineering will start the 2nd week of November.

Ms. van Zelm said Think It Drink It will be closing. She said the space is 800 to 850 square feet and encouraged Board members to let her know if there are any prospects for the space.

She said that there are three condominium units and one townhome unit left to sell in Main Street Homes.

Ms. van Zelm said the Pup Crawl and trick or treating were both very successful. Approximately 40 dogs participated in the Pup Crawl – double in size from the spring Pup Crawl. She said Kathleen Paterson, Partnership Communications and Special Projects Manager, estimated that 550 kids participated in trick or treating – again a substantial increase from last year.

Steve Smith said Dog Lane Café bought 600 pieces of candy and distributed it all. He agreed that it was a very successful event. He said one of the positive results of the event was people coming to the restaurant that had never been there before the event.

Betsy Paterson commended and recognized Ms. K. Paterson for all her efforts.

5. Monthly Review of Strategic Plan Dash Board

Ms. van Zelm reviewed the status of the Partnership's strategic priorities from the Strategic Plan. Highlights include review of the Public Spaces Plan with Town staff scheduled for November 9; review of a draft RFQ for a consultant to help with branding the Partnership and the downtown at a Positioning Task Force meeting on November 16; and a draft of an MOU between the Partnership, Town and UConn which has been reviewed by UConn and the Partnership's attorney and is now being reviewed by Town staff.

6. Review of DRAFT Bylaws Changes

The Board reviewed draft Bylaws changes as presented by the Governance Task Force.

Toni Moran made a motion to change the number of elected directors from eight to six. Matt Hart seconded the motion. The motion was approved 10 to 1.

Mr. Hart made a motion to delete "up to" six directors. Paul McCarthy seconded the motion. Mr. Hart added a friendly amendment to delete "up to" in front of a total of seventeen members (which was changed to fifteen based on changing from eight to six directors). Mr. McCarthy accepted the change. The motion was approved.

Other changes were suggested for the Governance Task Force to review at its meeting on November 7. A final draft will come back to the Board for approval on December 1.

7. Board Member Opportunities

Ms. van Zelm passed out a list of potential Board member opportunities including serving on committees or task forces, volunteering, etc. She will e-mail it to Board members not present.

Mr. Bacon encouraged Board members to participate.

8. Report from Committees

Advertising and Promotion

Ms. Moran said the Committee will not meet this month but the Positioning Task Force will meet on November 16.

Celebrate Mansfield Festival

Ms. Paterson said there were over 90 booths, over 130 volunteers, and over 150 businesses, organizations and groups that participated in the Festival.

Business and Development

Ms. van Zelm said the Business Development and Retention Committee met in October. She reviewed the Strategic Plan with them with respect to the Committee sun setting, but also emphasized the continued role and focus of the Partnership on downtown business retention and recruitment.

She reiterated that a networking reception for downtown businesses will be held on November 7 at Dog Lane Café.

Finance and Administration

In the essence of time, Mr. Shapiro suggested that the September 30, 2016 financial reports be reviewed at the December Board meeting. He did say the Committee had no significant questions about the financials.

Executive Committee

Mr. Bacon said the Committee met prior to the Board meeting. Mr. Shapiro said the Committee was reviewing a few concepts for Partnership future discussion.

9. Adjourn

George Jones made a motion to adjourn. Mr. Shapiro seconded the motion. The motion was approved and the meeting adjourned at 5:40 pm.

Minutes taken by Cynthia van Zelm.